



FOR IMMEDIATE RELEASE

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Celebration Foods Promotes Tim Shanley to President

-- Former Vice President of Manufacturing and R&D to lead frozen dessert manufacturer --

Rocky Hill, CT (June 25, 2007) – Celebration Foods announced today the promotion of Tim Shanley to president. Joining Carvel Corporation in 2003 as vice president of manufacturing, Tim played an integral role in the development of a new supply strategy that consolidated six production facilities to three, while increasing capacity, productivity, and quality. These achievements led its Jessup, MD production facility being named to *Food and Drug Packaging Magazine's* '2005 Plants of the Year' list. That same year he assumed Research & Development responsibilities, leading to the launch of unique, branded frozen desserts, including M&M'S[®] and SNICKERS[®] Ice Cream Cakes.

In his new role, Tim will continue to expand Celebration Foods' leadership position as a national frozen ice cream desserts company. "My priorities will be to ensure that Celebration Foods continues to develop innovative products for our retailers and consumers," says Shanley. This includes the development of a 130,000 square foot, state-of-the-art production facility that is under construction in New Britain, CT. "Celebration Foods has achieved astounding growth over the past few years, and building this new facility adds the capacity and capabilities we need to meet the growing demands of our loyal consumers." The plant is scheduled to open in April 2008.

FOCUS Brands President and CEO Steve Romaniello adds, "Tim has been a key player in developing and executing Celebration Foods' business plan, and we look forward to great things as he assumes this exciting new role."

Tim joined Celebration Foods from M&M/Mars where he held various positions, including Sr. Process Engineer, Sr. R&D Scientist, and National Co-Marketing Director.

About Celebration Foods

Celebration Foods, a division of FOCUS Brands, Inc., is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel[®] ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% share and distribution now reaching over 43 states in leading supermarkets, super centers, and club stores. For more information on Celebration Foods, visit www.celebrationfoods.com.



About FOCUS Brands

FOCUS Brands Inc.® is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 33 foreign countries under the brand names **Carvel®**, **Cinnabon®**, **Schlitzsky's®**, and the franchisor of **Seattle's Best Coffee®** on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy."

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